Strictly for ASPF-3

Availability of LG DTVs for DTT

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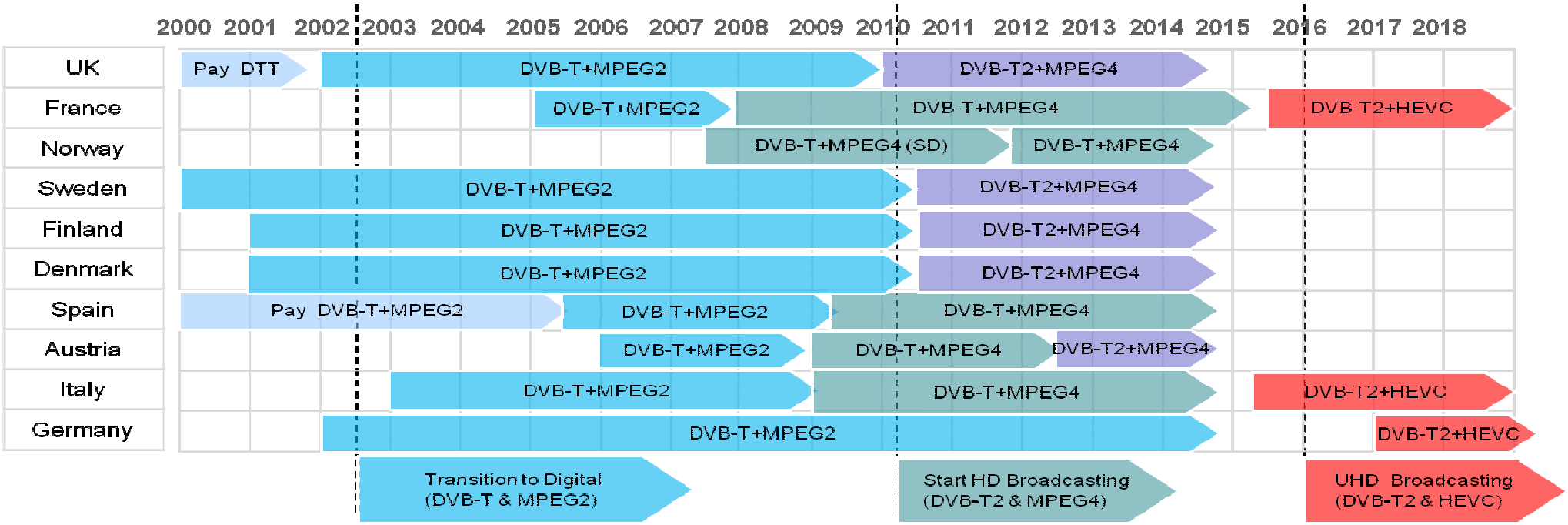
LG Electronics / HE Asia Product Planning Team

LG Life's Good

❑ EU DTT Trend



❑ LG's DTT Experience

- ❑ Acquired extensive technical know-how on launching DTVs in EU markets.
- ❑ For ASEAN, highly involved in DVB-T2 development from 2011.
- ❑ 1st LG TV with conformity to DVB-T2 (v1.3.1) standard was introduced in Thailand and Singapore from Q3'13.

II. Technical Certifications

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	SO	Country
EU	CI+	Pan EU/CIS
	Boxer	Sweden
	RiksTV	Norway
	Saorview	Ireland
	Antenna Ready	Finland
	HD Freeview	UK
	Canal Ready	France
	DTGVi	Italy
	TDT Premium	Spain
	Mindig	Hungary
	Digillevi	Estonia
ASIA	Freeview NZ	New Zealand
	MDA	Singapore
	NBTC	Thailand
	MIC	Vietnam

- ❑ All LG DTV have received the required certifications from the appointed test labs and agencies in the respective countries.
- ❑ All LG DTVs have been certified to conform to receiver specifications and able to deliver the intended functionalities as DTV in respective countries.

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Ⅲ. Availability of LG DVB-T2 Models

❑ To date, LG has the full range of DTVs supporting all the current DTT specifications and versions.

❑ DVB-T2 product lined up according to each specific market condition and readiness.

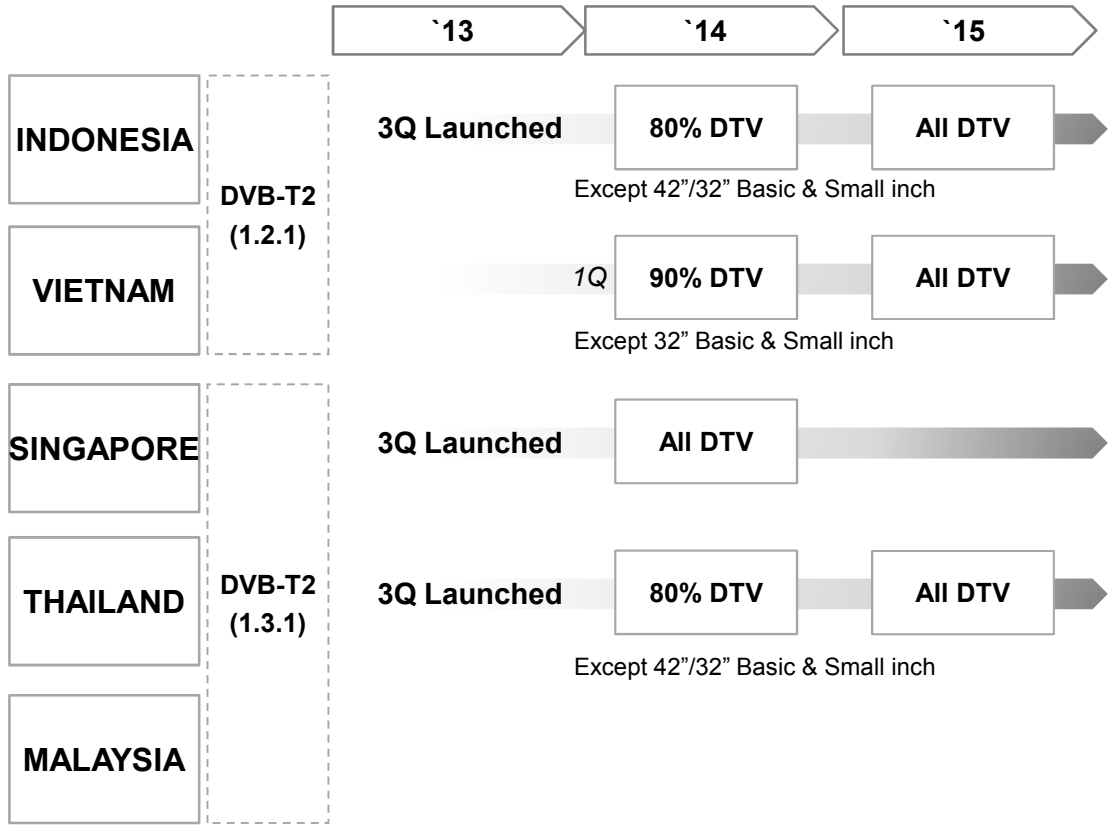
Our Checking Point for Launching

❑ **Specification : Mandatory, Option**

❑ **Broadcasting Coverage**

❑ **Test Stream for Product Quality**

LG's DTV Line-up



Ⅳ. Communications

- Effective communication of DVB-T2 is important to raise awareness among end users.
- All LG floor sales persons are trained on DVB-T2 product information.
- LG focus its communication efforts in 4 ways.
  - In store Display (Labeling)
  - TV Brochure
  - LG website
  - eDM

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Ⅴ. Recommendations

- **Exact release of specifications and launch schedule.**
- **Awareness program of DTT to end users.**
- **Next Step to Explore: UHD Terrestrial Transmissions (DVB-T2 + HEVC).**

End